

IN RECOGNITION OF NATIONAL
ALZHEIMER'S DISEASE AWARE-
NESS MONTH

HON. JACK QUINN

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Mr. QUINN. Mr. Speaker, I rise today on the 1st of November to recognize National Alzheimer's Disease Awareness Month.

Alzheimer's is a neurological disorder that affects nearly 2 million Americans and is one of the primary causes of mental illness in the elderly. The effects of Alzheimer's disease increase significantly with aging. Nobody is immune to Alzheimer's, nor can anyone reduce their odds of acquiring it. All Americans are at risk.

Demographic projections indicate that the number of Alzheimer's cases is expected to rise exponentially during the next several decades. The current number of Americans age 65 and over with Alzheimer's is 33.6 million, but this statistic is expected to increase to 70.2 million by the year 2030.

The course of the disease is progressive and irreversible, beginning with simple forgetfulness, followed by noticeable and severe changes in memory and personality. Eventually, victims of Alzheimer's cannot care for themselves, and life expectancy is usually reduced. Although this disease was first discovered in 1906 by the German physician Alios Alzheimer, the exact cause of the disease is unknown.

Researchers are aggressively attempting to find out what causes Alzheimer's and how to effectively diagnose, treat, and prevent this disorder. One emerging consensus among the scientific community is that a principle goal of research efforts should be aimed at delaying the onset of symptoms of aging-dependent disorders such as Alzheimer's disease. The National Institute on Aging [NIA] of the National Institutes of Health [NIH] is the Federal Government's lead agency for Alzheimer's research.

Mr. Speaker, I urge all of my colleagues to join with me in support of the efforts to overcome this devastating disease.

H.R. 2566—THE BIPARTISAN
CAMPAIGN FINANCE REFORM BILL

HON. BENJAMIN L. CARDIN

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Mr. CARDIN. Mr. Speaker, I am very pleased to be an original cosponsor of this bill and part of a true bipartisan effort to reform the way campaigns are financed. Such a complex issue can only be responsibly addressed in a bipartisan fashion. We, the Members of the 104th Congress, have an opportunity to stop the erosion of public confidence in our democratic system.

The skyrocketing cost of congressional campaigns, the influence of special interests through large contributions and political action committees [PAC's], and the advantage of incumbency in raising campaign funds in elections must be addressed. This bill addresses all three issues.

This bill is strong reform. It places firm but reasonable limits on the amount of money candidates can spend on campaigns. In addition, it bans soft money and leadership PAC's and deals responsibly with independent expenditures. Furthermore, it encourages small, individual contributions.

I am, however, opposed to one part of this proposed legislation. There should be parity in the restrictions imposed on large contributions and PAC contributions. Instead, this legislation bans PAC contributions but allows large contributions to finance up to 25 percent of a candidate's campaign. In the spirit of bipartisanship, PAC contributions should be treated similarly to large contributions. Perhaps the most important message we could take to the American people is that we have a bipartisan bill. By treating large individual contributions differently from PAC contributions, we lose that message. I hope that as this legislation proceeds throughout the Congress, we will address this disparity. I am convinced that once this inequity is resolved, the bill will receive even stronger support.

Mr. Speaker, I urge my colleagues to carefully review this legislation. I know that once they do, they will agree that this type of bipartisan effort is the only way to achieve real campaign finance reform.

TRIBUTE TO JEFFREY ZIFF

HON. EDOLPHUS TOWNS

OF NEW YORK

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Mr. TOWNS. Mr. Speaker, Jeffrey Ziff of my district has distinguished himself as a member of the community and a practitioner in the legal field. He attended Fordham Law School and has served for many years as an arbitrator in the small claims court in Kings County, NY.

Mr. Ziff has been a pioneer in the field of vehicle and traffic law in New York City, and his expertise has proven to be especially helpful to immigrants when they have had to contend with State and city agencies.

A former teacher in the New York school system, he received his Teacher of the Year Award during his teaching tenure from 1968–1971 at P.S. 138 in district 17, in Brooklyn. Mr. Ziff and his wife reside in Brooklyn. The borough of Brooklyn has been enriched by his contributions.

REMARKS OF EDWARD H. RENSI,
PRESIDENT/C.E.O. MCDONALD'S
U.S.A.

HON. ED PASTOR

OF ARIZONA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, November 1, 1995

Mr. PASTOR. Mr. Speaker, the other night I had the opportunity to attend the National Hispanic Corporate Council Institute's 10th year anniversary dinner. The featured speaker of the evening was Edward H. Rensi, the president and chief executive officer of McDonald's U.S.A. I found his remarks insightful, and I would encourage my colleagues to take the time to read what one of our Nation's

top business leaders has to say about the benefits of diversity in today's economy.

NATIONAL HISPANIC CORPORATE COUNCIL
INSTITUTE—10TH ANNIVERSARY

(By Edward H. Rensi)

On behalf of the McDonald's family, I want to congratulate the National Hispanic Corporate Council on its ten-year anniversary; thank you for your outstanding record in bridging the private sector with the Hispanic market; and we applaud your foresight in establishing the NHCC Institute. We are proud to be a charter member of the organization and look forward to partnering with you to fulfill the mission of NHCC for many years to come.

I also want to thank you for honoring one of our own—Olga Aros. The McDonald's family knows what a special lady Olga is and how passionately she champions issues of concern and interest to the Hispanic community. And it is gratifying to see that an organization of your stature recognizes her commitment and dedication as well. So Olga, congratulations from all your McFamily.

I want to discuss with you today one of the most important strategic business tools that corporate America has at its disposal to build new business. That tool is diversity.

I want to tell you how we define diversity at McDonald's.

How we use it as a business-building tool, And what each of us must do to ensure it remains a building block of our society just as the founding fathers affirmed equality into our Constitution and Bill of Rights. This is an issue of business, society and morality.

We find ourselves at a crossroads in our country's history. At a time when people of different backgrounds and cultures play an increasingly important role in all aspects of our society, there are those who would turn the clock back. And I find that unconscionable and divisive. It runs counter to everything that our experiences at McDonald's have taught us and runs counter to my personal experiences. I'm proud of my Italian family and admire their hard work and self-determination. They built a better life in America. I know you feel the same way about your families. That concept of diversity—of many different people contributing to the common good—is what this country is all about. And when I hear people say that we should all speak one language, that we should not teach cultural history in the schools or our homes, I find that extremely disturbing. To deny our multi-cultural heritage is to deny history and forfeit our future.

Social and market diversity are what makes this country great. And if you don't believe that, just try to imagine jazz, rhythm and blues without African-Americans; Tejano music without Mexican-Americans; or salsa without the blending of the Americas.

I realize that I may be preaching to the choir. You wouldn't be here today if you weren't already believers in the value of diversity. The people I really want to talk to are those who are not here today. And what I would tell them is that they are missing out on a great opportunity to align themselves with an ever-changing marketplace, of which the Hispanic market is one of the most dynamic. Say what you will about affirmative action, immigration, bilingual education and other issues. At the end of the discussion, no company can ignore a market that is 30 million people strong with an annual purchasing power approaching \$300 billion. Those are numbers that represent value and opportunity and that no company can ignore if they expect to remain competitive.

Let's talk, then, about the many roles of diversity at McDonald's.